

In the claims:

There are no amendments to the claims.

1. (Previously Amended) A polarized display device having an expanded angle of illumination for optimizing a viewing angle in a desired plane comprising:

a direct view polarized display panel; and

a transmissive polarization rotating element proximate to an exterior surface of the polarized display panel, wherein said transmissive polarization rotating element rotates light polarization between a first linear polarization orientation and a second linear polarization orientation.

2. (Previously Amended) The polarized display device of claim 1 wherein said first linear polarization orientation comprises an incoming orientation and said second linear polarization orientation comprises an outgoing orientation.

3. (Original) The polarized display device of claim 2 wherein said incoming orientation comprises a rear element pass axis and said outgoing orientation comprises a rear polarizer pass axis.

4. (Previously Amended) The polarized display device of claim 1 wherein said transmissive polarization rotating element is index matched to the direct view polarized display panel.

5. (Previously Amended) The polarized display device of claim 1 wherein the first linear polarization orientation is aligned with a major axis of a desired viewing envelope.

6. (Previously Amended) The polarized display device of claim 1 wherein said transmissive polarization rotating element is located in front of the direct view polarized display panel.

7. (Previously Amended) The polarized display device of claim 1 wherein said transmissive polarization rotating element is located to a rear of the direct view polarized display panel.

8. (Previously Amended) The polarized display device of claim 1 further comprising an optical element adjacent to a first side of said transmissive polarization rotating element and the direct view polarized display panel adjacent to a second side of said polarization rotating element.

9. (Original) The polarized display device of claim 8 wherein the optical element has polarization-sensitive asymmetric transmittance characteristics related to Brewster angle effects.

10. (Original) The polarized display device of claim 8 wherein the optical element has a polarization axis.

11. (Original) The polarized display device of claim 10 wherein the optical element comprises a polarization sensitive scattering element.

12. (Previously Amended) The polarized display device of claim 1 wherein the transmissive polarization rotating element comprises a member from the group consisting of a retarder, a halfwave retarder, a multilayer retarder and a twisted optical axis element.

13. (Previously Amended) The polarized display device of claim 1 wherein the viewing angle comprises an angle of more than 20 degrees off of normal.

14. (Canceled)

15. (Previously Amended) The polarized display device of claim 1 wherein the direct view polarized display panel is an active matrix liquid crystal display.

16. (Original) The polarized display device of claim 8 wherein the optical element is an optical film.

17. (Previously Amended) An apparatus for improving the viewability characteristics of a polarized display panel comprising:
a polarization sensitive scattering element having a polarization axis; and

a transmissive polarization rotating element attached to an exterior surface of the polarization sensitive scattering element, wherein said transmissive polarization rotating element rotates light polarization between a first linear polarization orientation and a second linear polarization orientation.

18. (Previously Amended) The invention of claim 17 wherein said polarization axis of said polarization sensitive scattering element is oriented such that a major axis of a transmittance envelope associated with said polarization sensitive scattering element is oriented along a desired viewing angle.

19. (Previously Amended) A method of projecting light using a polarized display, the method comprising the steps of:
transmitting light from a rear optical element in an asymmetric angular pattern for a first linear polarization and having a transmittance envelope

with a major axis for the first linear polarization;
receiving light by a transmissive polarization rotating element from
said rear optical element in the first linear polarization;
rotating light to a second linear polarization by the transmissive
polarization rotating element; and
receiving light from the transmissive polarization rotating element in
the second linear polarization by a polarized display panel having a rear
polarizer.

20. (Original) The method of claim 19 further comprising the step of
selecting a range of angles to be optimized.

21. (Previously Amended) The method of claim 20 wherein the
step of selecting a range of angles comprises selecting a material for the
transmissive polarization rotating element that corresponds with the selected
angle.

22. (Original) The method of claim 21 wherein the step of selecting
a material comprises selecting a material with predetermined retardances and
angles.

23. (Previously Amended) A polarized display device comprising:
a rear optical element transmitting light in a pattern and having a
first linear polarization;
a direct view polarized display panel having a rear polarizer
oriented to receive light from the rear optical element in the first linear
polarization and transmit light in a second linear polarization; and
a transmissive polarization rotating element affixed to an exterior
surface of the direct view polarized display panel receiving light from the direct
view polarized display panel in the second linear polarization, rotating the light to
a third linear polarization, and transmitting the light.

24. (Original) The polarized display device of claim 23 wherein the pattern of light transmitted by the rear optical element has a major axis and a minor axis, the major axis being aligned with the pass axis of the polarized display panel and being significantly broader than the minor axis.